



WEWS

ORDER

Flight Dates **09/04/12-09/10/12**

Contract / Revision **309750 /**
Original Date / Revision
 08/30/12 08/31/12
Advertiser **Brown / Democrat / Senate -**

Agency **Shorr Johnson Magnus**
Buying Contact

1831 Chestnut Street
Philadelphia, PA 19103

Product
Candidate. Week # 9 9.4 to 9.10.12

Agency Com 15%
Billing Contact

1831 Chestnut Street
Philadelphia, PA 19103

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00

Estimate #
Alt Order #

Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 63700

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	60	\$54,145.00	\$63,700.00	0.00	08/27/12	09/10/12	60	\$54,145.00	\$63,700.00
Totals	60	\$54,145.00	\$63,700.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/10/12	09/10/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	M-----	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					2	\$500.00		0.00			
N 2	WEWS	09/10/12	09/10/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	M-----	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WEWS

Print Date: 09/24/12

Page 2 of 3

Contract / Revision **309750** Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision 08/30/12/ 08/31/12

Order Sep 00:20:00

Advertiser **Brown / Democrat / Senate** Product **Candidate. Week # 9 9.4 to** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WEWS	09/10/12	09/10/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	M-----	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----					2	\$450.00		0.00			
N 3	WEWS	09/04/12	09/10/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	6	\$850.00	P-1	0.00	NM	6	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--					6	\$850.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 4	WEWS	09/04/12	09/10/12	M-F 12-1230pm News M-F 12p News	CM	12-1p	MTWTF--	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--					4	\$700.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 5	WEWS	09/10/12	09/10/12	M-F 12-1230pm News M-F 12p News	CM	12-1p	M-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----					1	\$700.00		0.00			
N 6	WEWS	09/10/12	09/10/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----					1	\$800.00		0.00			
N 7	WEWS	09/04/12	09/10/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	4	\$900.00	P-1	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--					4	\$900.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 8	WEWS	09/09/12	09/09/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S					1	\$800.00		0.00			
N 9	WEWS	09/10/12	09/10/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	M-----	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----					2	\$850.00		0.00			
N 10	WEWS	09/04/12	09/07/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	-TWTF--	:30	8	\$850.00	P-2	0.00	NM	8	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--					8	\$850.00		0.00			
N 11	WEWS	09/04/12	09/10/12	M-F 7-730p 7-730p Wheel	CM	7-730p	MTWTF--	:30	4	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--					4	\$2,000.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 12	WEWS	09/04/12	09/10/12	M-F 730-8P 730-8p Jeopardy	CM	730-8p	MTWTF--	:30	4	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--					4	\$2,000.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 13	WEWS	09/04/12	09/10/12	M-SU 11-1135P Late News M-SU 11-1135P Late New	CM	11-1135p	----F-S	:30	3	\$2,200.00	P-2	0.00	NM	2	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WEWS

Print Date: 09/24/12

Page 3 of 3

Contract / Revision **309750** Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision 08/30/12/ 08/31/12

Order Sep 00:20:00

Advertiser **Brown / Democrat / Senate** Product **Candidate. Week # 9 9.4 to** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 13	WEWS	09/04/12	09/10/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	----F-S	:30	3	\$2,200.00	P-2	0.00	NM	2	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S					1	\$2,200.00		0.00			
		Week: 09/10/12	09/16/12	M-----					1	\$2,200.00		0.00			
N 14	WEWS	09/04/12	09/10/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	4	\$1,200.00	P-1	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--					4	\$1,200.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 15	WEWS	09/04/12	09/10/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF--	:30	4	\$2,400.00	P-1	0.00	NM	4	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--					4	\$2,400.00		0.00			
		Week: 09/10/12	09/16/12	-----					0	\$0.00		0.00			
N 16	WEWS	09/08/12	09/08/12	LN after Sports LN after Sports	CM	11p-130x	-----S-	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-					1	\$650.00		0.00			
N 17	WEWS	09/08/12	09/08/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-					2	\$500.00		0.00			
N 18	WEWS	09/09/12	09/09/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S					2	\$500.00		0.00			
N 19	WEWS	09/05/12	09/05/12	M-F 430-5am News M-F 430-5am News	CM	430-5a	--W----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----					1	\$150.00		0.00			
N 20	WEWS	09/04/12	09/07/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	-TWTF--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-TWTF--					4	\$450.00		0.00			
N 21	WEWS	09/04/12	09/04/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	-T-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-T-----					1	\$100.00		0.00			
													Totals	60	\$63,700.00